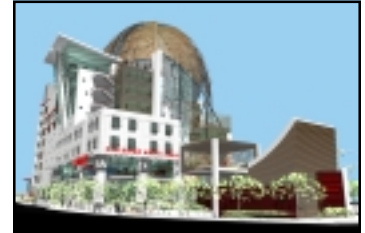


A Vision for San Diego's New Main Library

Realizing a Civic Dream ... "Great Cities Are Defined by Great City Centers"

San Diego is one of the youngest metropolitan areas in America, and it is aching to grow up. Civic leaders agonize that despite San Diego's size and rich history, and maturing economy and communities, it has yet to evolve into a "grown-up place" – that is, a region of equal stature to the great cities of the world. They often cite the lack of a great civic space – a place that symbolizes the region's identity – as the critical missing link.



For decades, leaders and citizens have sought ways to create a civic space that would serve as the destination for regional pride, embodying who we are and what we aspire to be. Regional leaders have yearned to create an icon that opens minds, democratizes and unifies San Diego's diverse neighborhoods, enlightens both children and adults, and creates a common ground from which everyone can agree on what it means to be a San Diegan.

The opportunity exists today to create a great civic space and define a great region in a way that has never before unified so many groups under one hope and one location. Never before has there been an opportunity to gather as many civic amenities and San Diegans under one roof. *That opportunity is San Diego's new Main Library.*



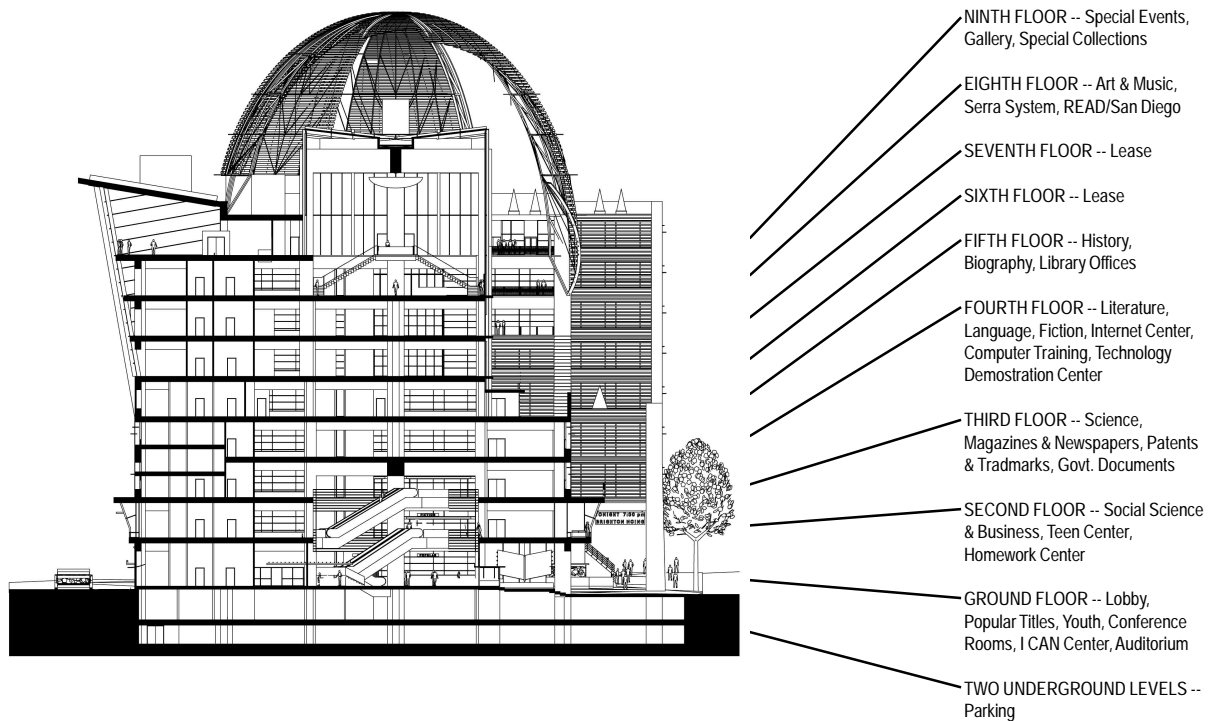
· The New Main Library Will Be San Diego's Premiere Civic Space

More than 100 years after Alonzo Horton purchased the land now known as downtown San Diego to build a vibrant waterfront center, that vision is now being honored. More than \$3 billion of public and private funds have been invested and leveraged to develop downtown into a world-class urban center. And San Diego's new Main Library, to be built in the East Village neighborhood and just a stone's throw from the waterfront, will be the heart of downtown.

Located at the intersection where residential, commerce, culture, transportation, education, tourism, entertainment and San Diego's famed waterfront meet, the new Main Library will be the



center of civic activity. The new Main Library will be bounded by two important downtown San Diego thoroughfares. The Park-to-Bay Link connects San Diego's majestic waterfront to the rich cultural activity of Balboa Park, which contains more than 85 cultural and recreational organizations, including 16 museums. J Street is the city's fastest-growing residential and commercial corridor, and home to San Diego's new Major League Baseball park. Imagine 40,000 children at Kid's Day at the ballpark, spilling out of the game and walking across the street to the new Main Library ...



SECTION FACING NORTH

Designed by world-renowned architect Rob Wellington Quigley, San Diego's new Main Library will be a public space unlike any other in San Diego. The new Main Library will be an architectural landmark recognized the world over, inviting residents and visitors from all over to enjoy the millions of volumes and activities inside. Following LEED (Leadership in Energy and Environmental Design) standards, the new Main Library will be developed as a civic role model of sustainability and energy conservation, honoring the environment for the benefit of future generations. The new Main Library may be the largest LEED gold-rated building in California.

• **The New Main Library Will Be a Cornerstone of San Diego's Educational System**

The new Main Library will be a cornerstone of San Diego's education system, providing a toddler's very first literary experience, empowering the adult learner, supporting the professional's pursuit of lifelong enrichment, and engaging the hobbyist and enthusiast.

The new Main Library will open the minds of children, offering resources beyond those available to them at school. A newly formed partnership with San Diego Unified School District is evidence of the need for the new Main Library's vast resources by the second largest school district in the state.

The new Main Library will build an educated workforce. San Diegans want their children to raise their families here, work here, and buy homes here. There is new commitment to growing intellectual capital from within





San Diego's own population, and the new Main Library will be an educational resource driving this initiative.

- **The New Main Library Will Narrow the Digital Divide**

By providing unprecedented state-of-the-art technology, support and access, the new Main Library will narrow the digital divide by opening the doors of technology to the underrepresented households that do not own computers. San Diego is already recognized as a high-tech place – for busi-

ness, that is. The library will embrace San Diego's high-tech identity and level the playing field so that the region is known as a high-tech place for *everyone*.

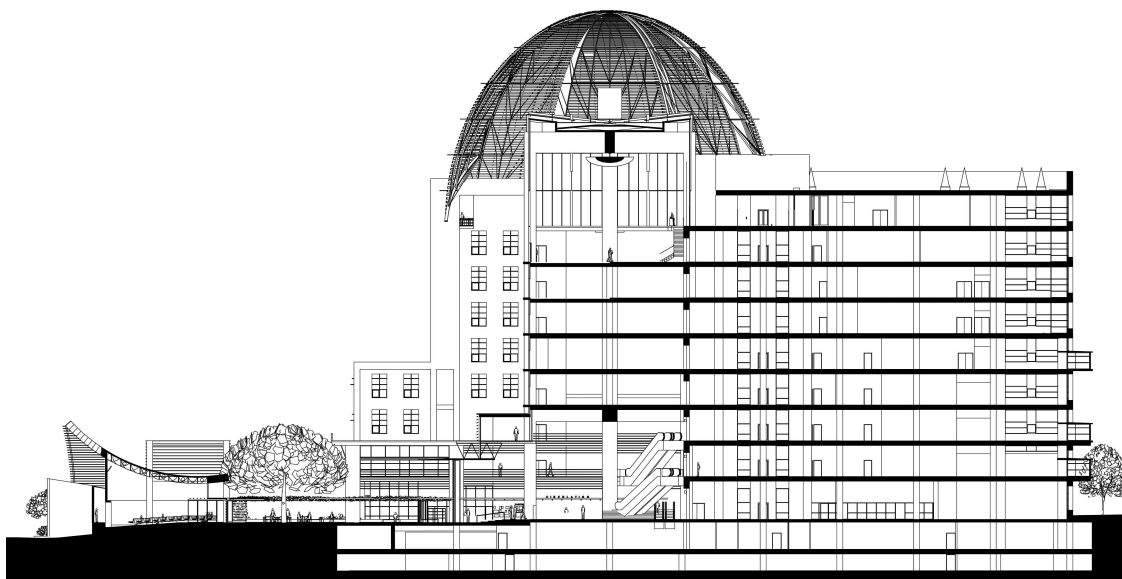
- **The New Main Library Will Connect Communities and Cultures**

Forty percent of all new residential units in the city are being built in downtown, creating an exciting and diverse community for young professionals, service industry workers, empty nesters and families. Yet downtown's eight distinctive neighborhoods – Little Italy, Marina, Cortez, Columbia, Core, Gaslamp Quarter, Horton and East Village – today exist in isolation. Simply, there is no place for these neighbors to gather and meet one another.

The new Main Library will be a place for neighbors to talk to each other, where a minimum of 50,000 downtown residents will live close by when the new facility opens its doors in 2007.

The neighborhoods surrounding downtown are even more disconnected, divided from the center city by the Interstate 5 freeway. The new Main Library will break down the barriers that disconnect the Barrio Logan, Golden Hill and Uptown – the most socio-economically and culturally diverse neighborhoods in the region – luring those residents to a place that welcomes everyone.

San Diego is blessed with a bounty of cultural diversity. The new Main Library will be one



SECTION FACING WEST

of the most diverse libraries in the United States, serving as a catalyst to gather all of San Diego's ethnicities and cultures under one roof and in a neutral territory. The new Main Library will welcome the thousands of immigrants who swear their allegiance to the United States every year and make San Diego their home because of its cultural richness. With the U.S.-Mexico border just 20 minutes away, thousands will cross the border to use the new Main Library.

The new Main Library will expand annual cultural celebrations that occur around the region – Cesar Chavez Day, the Martin Luther King, Jr. Parade, Fleet Week military events, and Chinese New Year, just to name a few. New celebrations embracing food and culture will be created around the New Main Library.



- **The New Main Library Will Anchor and Catalyze Development of San Diego's Newest and Most Vibrant Residential Neighborhood**

The new Main Library will be the anchor of residential development in downtown's East Village. Most of the remaining population growth of the city will occur in this long-neglected, blighted neighborhood that is the focus of the next wave of downtown redevelopment. Community activists and planners envision East Village as the ultimate urban neighborhood filled with the laughter of thousands of children, and what better amenity to attract new residential development and families than a new Main Library.

- **The New Main Library Will Be an Engine for Economic Development**

The new Main Library will catalyze economic growth. Downtown San Diego is the center of commerce for the San Diego region. More than 75,000 employers and employees do business in downtown, including several Fortune 500 companies and every branch of government. In a knowledge-intensive economy, these companies and their employees require 21st century tools to help them excel in their fields and industries, yet the existing main library falls woefully short of meeting this need.

With its computer portals to business databases and the largest collection of patent and trade information in the region, the new Main Library will be a place where entrepreneurs can research their ideas, workers can enhance their skills, and small business people can access information to build their enterprises and dreams.



- **The New Main Library Will Be Accessible to All**

The new Main Library will be the most accessible public space in the region. Downtown San Diego is the hub of the region's transportation system and enjoys convenient transit service. All of San Diego's major freeways and modes of transit converge in downtown, leading all 2.5 million residents in the region to the new Main Library.

The new Main Library will be fully accessible to people with disabilities. Designed to meet,



and in many cases exceed, ADA standards, the facility will be easy to use and physically inviting to all those who wish to use it.

· **The New Main Library Will Be An Artistic Eden**

The new Main Library will be the centerpiece of the critical mass of artistic assets in downtown San Diego. Surrounded by award-winning theaters, galleries, museums, public art and architecture that enlighten and inspire, the new Main Library will be downtown's artistic and cultural icon.

The new Main Library will deliver a public art program that uplifts and expands the imagination. Governmental entities, including the City of San Diego Commission for Arts and Culture, the San Diego Unified Port District and Centre City Development Corporation, have already implemented a robust public arts program in downtown, and they have made a commitment to public art at the new Main Library.

The new Main Library will be physically connected to Balboa Park and its many cultural institutions through the Park-to-Bay Link, creating a cultural space that spans the city. The new Main Library will be located at the base of the Park-to-Bay Link, a historic land-use plan first envisioned in 1909, that will connect the nation's second-largest center of cultural resources to the waterfront.

· **The New Main Library Will Be ...Wonderful.**

Welcome to San Diego's New Main Library



Vision Summit

In winter 2002-03, the San Diego Public Library assembled a group of 24 local individuals from various backgrounds and associations to create a vision statement for the new Main Library. This “vision summit” was facilitated by Karen Stashower from The CENTRE for Organizational Effectiveness. The group worked together in a brainstorming session to determine what kind of facility the new Main Library will be and how it will serve the San Diego community. Participants in creating the vision statement were as follows:

Manny Aguilar, Vice President and General Manager Client Relations
San Diego Data Processing Corporation
Chicano Federation, Board of Directors, 2nd Vice Chair
San Diego County Hispanic Chamber of Commerce, Immediate Past President

Doris Anderson, Executive Director
Elementary Institute of Science

Sandra I. Arkin, Board Member
San Diego Historical Society, Board Member

Laurie Black
LJ Black Consulting Group
Board of Library Commissioners



Dr. James Bowers, Executive Director
San Diego Library Foundation
Mingei International Museum of World Folk Art
Scripps Foundation for Medicine & Science

Michelle Brega, Consultant
mb marketing/communications

Arturo Castro, Architect
Tucker Sadler Noble Castro Architects

Alexander Chuang, Ph.D, Executive Director
San Diego Chinese Historical Museum

Dan Coffey, Committee Consultant
City Council Natural Resources and Culture Committee

Kevin Cottrell, Executive Director
LEAD San Diego, Inc.

Victoria Hamilton, Executive Director
Commission for Arts and Culture

Peggy F. Hayward, Ed.D, Dean
Information & Learning Technology
San Diego Community College

Mel Katz, Chief Executive Officer
MANPOWER
Board of Library Commissioners

Peter James MacCracken, APR, Principal
Strategic Communications
San Diego Urban League

George Mitrovich, President
The City Club of San Diego

Susan Myrland, Director
Interactive Media Management

Andrew Poat, Director
Governmental Relations
City of San Diego

Rob Wellington Quigley, Principal
Rob Wellington Quigley, FAIA

Harold G. Sadler, Chairman, Board of Directors
Centre City Development Corporation

Michael Stepner, Director, Land Use and
Housing
San Diego Regional Economic Development
Corporation

Katie Sullivan, President
Friends of the San Diego Public Library Founda-
tion

Adrienne Vargas, Associate Vice President of
Fund Services
The San Diego Foundation

Leslie Wade, President and CEO
Wade Communications
Downtown San Diego Partnership

Mary Lindenstein Walshok, Ph.D
Associate Vice Chairman
Extended Studies & Public Service
University of California
Chair, Board of Library Commissioners

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Anna Tatár, Director

Margaret Kazmer, Deputy Director, Central
Library

Meryl Balko, Deputy Director, Branch Libraries
Division

Dennis Gooler, Acting Office of Development

